

ABSTRACT

RAHMAT SUPRIYANTO. Cattle Farm Development Of Goat Breed Etawa (PE) (Case Study On A Cattle Farm Group Of "Amrih Makmur" In Clebung Gunung, Soronalan Village, Sawangan District, Magelang Regency). Supervised by AGUS SURATA and WULANDARI DWI ETIKA RINI. The purpose of this study are: 1. Analyze cattle farm Goat Breed Etawa (PE) in the group "Amrih Makmur" through the financial analysis, the profit analysis and break event point analysis, 2. Forecasting cattle farm PE in "Amrih Makmur" group for the next 3 years, and 3. Study the development strategy alternative of PE cattle farm in "Amrih Makmur" group. The methods of this research used descriptive method. Method of this research is case study method. Respondents are taken by using census method. Analyze of the data used profit analysis, profit rate, break event point analysis, trend analysis (linear model), and a SWOT analysis. Results showed, that financial analysis of Goat Breed Etawa in 2011 is profitable about Rp 36.127.062,00/ year, profit rate is about 36,93 %, and the value of the break event point Rp 73.995.986,75. Linear trend analysis showed the increasing of the goat breed etawa. Cattle farm development strategy Goat Breed Etawa is in quadrant I or SO strategy (aggressive).

Keyword :Development, Goat Breed Etawa, Cattle Farm, Forecasting Analysis, SWOT.